

W Q X L



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**REMOVABLE LABEL GUIDE**

**Cat. No. 4550L**

**Patent No. 1390199**

## BROADCASTING STATION LICENSE RECORD

W Q X L (Let. 2-26-62)

Date first licensed 7-15-54 SEE CARD # 2-26-62

Call letters x W O I C

x MIDLANDS RADIO CORPORATION (AL 2-6-62; EFF: /

Station Location: Columbia, S. Carolina

xx WMSC RADIO CORPORATION (BAL 2-6-62 EFF: 2-26-62)

x SPEIDEL BROADCASTING CORPORATION (BML 2-2-59)

X SPEIDEL-FISHER BROADCASTING CORPORATION (AL 8-31-55 EFF: 9-3-55)

x MICHALAK BROADCASTING CO. (AL 10-20-54 EFF: 11-1-54)

Name of licensee x FRANK A. MICHALAK

3300 Main Street, Columbia, South Carolina (Lic. 7-15-54)

Transmitter location x On East side of N. Main Street, at Seaboard Airline Underpass, south side of Sunset Drive, Columbia, South Carolina (MP 3-31-54)

Same as transmitter (Ltr. 9-1-71)

x 1208 Sumter Street, Columbia, South Carolina (BRC 2-26-62)

X 3300 Main Street, Columbia, South Carolina (Lic. 7-15-54)

Main studio location x On East side of N. Main Street, at Seaboard Airline Underpass, south side of Sunset Drive, Columbia, South Carolina (MP 3-31-54)



# CONSTRUCTION PERMIT AND LICENSE RECORD

| Appl.<br>No.   | Date<br>Issued  | Freq.   | Power | Time<br>Div. | Period<br>From To    |
|--|---|---|-------|--------------|----------------------|
| BP-9031<br>Letter<br>For a new Standard Broadcast Station at Columbia, S. C. | 3-17-54<br>approval T site and antenna  | 1470  | 1kw   | Day          | Subj. filing MP      |
| BP-9031  | 3-31-54   | 1470kc  | 1kw   | Day          | 5-31-54 11-30-54     |
| BP-6475  | CP for new station and  |   |       |              | for approval of site |
| BL-5359  | 7-15-54<br>Lic. cover   | 1470kc  | 1kw   | Day          | 7-15-54 12-1-54      |
|  | CP(9031, as mod.)   |   |       |              | for new station      |
| BAL-1866<br>EFF:   | 10-20-54<br>11-1-54   | Vol. assignment of license to MICHALAK BROADCASTING CO.   |       |              |                      |
| BR-2970  | 11-24-54  | 1470  | 1kw   | Day          | 12-1 12-1-57         |
| BAL-2092<br>EFF:   | 8-31-55<br>9-3-55   | Vol. assignment of license to Speidel-Fisher Broadcasting Corporation   |       |              |                      |
| BP-10,082  | 11-23-55  | 1470kc  | 5kw   | Day          | 1-23-56 7-23-56      |
|  | CP to increase power & install a new transmitter.                                 |   |       |              |                      |
| BMP-7069<br>(1)  | 12-30-55  | Mod. of CP(BP-10,082) to change type transmitter.   |       |              |                      |
| BL-6072  | 2-23-56   | 1470kc  | 5kw   | Day          | 2-23 12-1-57         |
|  | lic to cover CP(BP-10082 mod) to increase power to 5kw & install new transmitter. |   |       |              |                      |
| BZ-3767<br>(1)   | 5-17-56   | Auth. to determine operating power by direct measurement of antenna power.  |       |              |                      |
| BR-2970  | 11-20-57  | 1470  | 5kw   | Day          | 12-1 12-1-60         |
| BTC-2870<br>EFF: 9-3-58<br>III thru purchase                                 | 8-15-58   | Voluntary acquisition of positive control of licensee corporation by Joe Spiedel, of stock from Albert T. Fisher, Jr. (50%) |       |              |                      |
| BML-1799<br>(1)  | 2-2-59  | Mod. of license to change name of licensee to Speidel Broadcasting Corporation.   |       |              |                      |
| BR-2970  | 12-7-60   | 1470kc.   | 5kw   | Day          | 12-7 12-1-63         |
| BAL-4347<br>EFF:   | 2-6-62<br>2-26-62   | Voluntary assignment of license to WMSC Radio Corporation.  |       |              |                      |
| BAL-4348<br>EFF:   | 2-6-62<br>2-26-62   | Voluntary assignment of license to Midlands Radio Corporation.  |       |              |                      |
| BAL-2000   | 2-26-62   | Vol. lic. to ch. studio & R.C. location 100 Center St. Columbia, S.C.   |       |              |                      |
|  |   | 1470kc  | 5kw   | Day          | 2-26 12-1-63         |



## BROADCASTING STATION LICENSE RECORD

Date first licensed .....

Call letters .....W.Q.Y.L.....

METRO COMMUNICATIONS, INCORPORATED (AL 8-26-74 EFF:

XSTATESVILLE BROADCASTING COMPANY, INC. (AL 8-4-67, Eff: 8-14-67)

Name of licensee XBELK BROADCASTING CO. OF COLUMBIA, INC. (BAL-11-21-63 EFF: 12-1-63)

Transmitter location .....

Main studio location .....



# CONSTRUCTION PERMIT AND LICENSE RECORD

| Appl.<br>No.             | Date<br>Issued | Freq.   | Power                   | Time<br>Div. | Period<br>From- To- |
|--------------------------|----------------|---|-------------------------|--------------|---------------------|
| BAL-4834<br>Eff: 12-1-63 | 11-21-63       | Voluntary assignment of license to<br>Belk Broadcasting Co. of Columbia, Inc. |                         |              |                     |
| BR-2970                  | 1-9-64         | 1470kc  | 5kw                     | Day          | 1-9 12-1-66         |
| BR-2970                  | 3-21-67        | Renewal of License  |                         |              | 3-21 12-1-69        |
| BAL-6071<br>Eff: 8-14-67 | 8-4-67         | Voluntary assignment of license.  |                         |              |                     |
| TELEGRAM                 | 10-17-67       | PSA   | 500w                    |              |                     |
| BR-2970(1)               | 8-14-70        | RENEWAL & NDEA  |                         |              | 12-1-72             |
| BS-2970(1)               | 10-15-71       | ML chg. SL & RC   |                         |              |                     |
| EBSA                     | 5-25-72        |   |                         |              |                     |
| BP-19,219                | 7-14-72        | 1470kc,   | 5kw                     | Day (RC)     | 7-14-73             |
|                          |                | CP to make chg. in the ant. system. <i>Forfeited</i>                          |                         |              |                     |
| WIRE                     | 5-9-74         | PSA   | 500w (added resistance) |              |                     |
| BR-2970(L)               | 8-26-74        | Renewal of License<br>and Modification  |                         |              | 12-1-75             |
| EZ-8619                  |                |   |                         |              |                     |
| BAL-8079                 | 8-26-74        | VOL AL EFF;   |                         |              |                     |
| BR-2970(L)               | 4-29-77        |   | RENEWAL                 |              | 12-1-78             |
| BR 780727                | UI 4-16-79     | (S)   | RENEWAL OF LICENSE      |              | 12-1-81             |



APPLICATION RECORD - BROADCASTING

Call **WOIC**  
Letters **x New**

Name **FRANK A. MICHALAK**  
**(PO 817 Clifton Road, N.E., Atlanta, Georgia)**

| File No. | Dated   | Application for   | Action                   |                |
|----------|---------|---|--------------------------|----------------|
|          |         |   | Nature                   | Date           |
| BP-9031  | 9-28-53 | Construction permit for a new standard broadcast station to be operated on: | <b>GRANTED</b>           | <b>3-17-54</b> |
| Rec'd    | 9-29-53 | Frequency: 1470kc   | Subj. filing MP approval |                |
| Filed    | 9-29-53 | Power: 1kw  | T site and antenna       |                |
|          |         | Hrs. of operation: Daytime  | Ltr. written             | <b>3-22-54</b> |
|          |         | Trans. Location: To be determined   | Issued with B.P-6475     |                |
|          |         | Columbia, South Carolina  |                          |                |
|          |         | Studio Location: To be determined   |                          |                |
|          |         | Columbia, South Carolina  |                          |                |
|          |         | W. J. Holey, Engr.  |                          |                |



GATES BC-1F

1kw



## APPLICATION RECORD - BROADCASTING

FORM A-170  
FORMERLY FCC FORM 94

Call  
Letters

WOIC  
x New

Name **FRANK A. MICHALAK**

| File No.                   | Dated                         | Application for   | Action  |         |
|----------------------------|-------------------------------|---|---------|---------|
|                            |                               |   | Nature  | Date    |
| BMP-6475<br>Rec'd<br>Filed | 3-18-54<br>3-19-54<br>3-19-54 | Modification of construction permit (EP-9031 which auth. a new standard broadcast station) for approval of antenna, transmitter and studio location as On east side of N. Main St., at Seaboard Airline underpass, S. side of Sunset Drive, Columbia, South Carolina.<br><br>Philip M. Baker, Atty.<br>W. J. Holey, Engr. | GRANTED | 3-31-54 |
| BL-5359<br>Rec'd<br>Filed  | 6-15-54<br>6-18-54<br>6-18-54 | License to cover construction permit (EP-9031 as modified) which authorized a new standard broadcast station.<br>Philip M. Baker, Atty.<br>W. J. Holey, Engr.   | GRANTED | 7-15-54 |



# APPLICATION RECORD - BROADCASTING

Call  
Letters W O I C

Name Frank A. Michalak

| File No.                   | Dated                        | Application for   | Action                  |          |
|----------------------------|------------------------------|---|-------------------------|----------|
|                            |                              |   | Nature                  | Date     |
| BAL-1866<br>Rec'd<br>Filed | 9-9-54                       | Voluntary assignment of license to Michalak<br>Broadcasting Co.<br><br>Philip M. Baker, Atty. | GRANTED<br>EFF;         | 10-20-54 |
|                            | 9-14-54                      |   |                         | 11-1-54  |
|                            | 9-14-54                      |   |                         |          |
| Rec'd                      | 9-9-54<br>9-14-54            | Modification of license to change name to<br>Michalak Broadcasting Co.                        | RETURNED<br>Unncessary. | 9-22-54  |
| BR-2970<br>Rec'd<br>Filed  | 9-9-54<br>9-14-54<br>9-14-54 | Renewal of License  | GRANTED                 | 11-24-54 |
| AMENDED<br>Rec'd           | 10-29-54<br>11-1-54          | AMENDED to change name of licensee to<br>Michalak Broadcasting Company.                       |                         |          |
| Filed                      | 11-1-54                      |   |                         |          |



## APPLICATION RECORD - BROADCASTING

FORMERLY FCC FORM 94

Call

Letters W O I C**SPEIDEL-FISHER BROADCASTING CORPORATION (AL 8-31-55)**Name **x MICHALAK BROADCASTING CO.**

| File No.                    | Dated                            | Application for   | Action          |                   |
|-----------------------------|----------------------------------|---|-----------------|-------------------|
|                             |                                  |   | Nature          | Date              |
| BAL-2092<br>Rec'd<br>Filed  | 7-28-55<br>8-1-55<br>8-1-55      | Voluntary assignment of license to Speidel-Fisher Broadcasting Corporation.<br><br>Philip M. Baker, Atty. for Assignor<br>D. F. Prince, Atty. for Assignee  | GRANTED<br>EFF: | 8-31-55<br>9-3-55 |
| BP-10,082<br>Rec'd<br>Filed | 9-7-55<br>9-9-55<br>9-9-55       | Construction permit to increase power from 1kw to 5kw; & install a new transmitter (GATES BC-5E).<br>D. F. Prince, Atty.<br>Frank H. McIntosh, Engr.  | GRANTED         | 11-23-55          |
| BMP-7069<br>Rec'd<br>Filed  | 12-15-55<br>12-20-55<br>12-20-55 | Modification of construction permit (BP-10,082) which auth. increase power; & installation of new transmitter) to change type transmitter (Collins 20E).<br><br>Prince, Taylor & Crampton, Attys. | GRANTED         | 12-30-55          |



#5

FORM BC-121

## APPLICATION RECORD - BROADCASTING

FORMERLY FORM A-170

Call

Letters K O I CName SPEIDEL-FISHER BROADCASTING CORPORATION

| File No.                  | Dated                       | Application for  | Action  |          |
|---------------------------|-----------------------------|--|---------|----------|
|                           |                             |  | Nature  | Date     |
| BL-6072<br>Rec'd<br>Filed | 2-8-56<br>2-9-56<br>2-9-56  | License to cover construction permit<br>(BP-10,082, as mod.) which authorized<br>increasing power from 1kw to 5kw &<br>installation of a new transmitter.<br><br>D. F. Prince, Atty. | GRANTED | 2-23-56  |
| BZ-3767<br>Rec'd<br>Filed | 4-4-56<br>4-6-56<br>4-6-56  | Authority to determine operating power by<br>direct measurement of antenna power.<br><br>D. F. Prince, Atty.   | GRANTED | 5-17-56  |
| BR-2970<br>Rec'd<br>Filed | 8-30-57<br>9-4-57<br>9-4-57 | Renewal of License<br>D. F. Prince, Attorney   | GRANTED | 11-20-57 |
|                           |                             |  |         |          |



AUG. 1955

#6

SPEIDEL BROADCASTING CORPORATION

Call

Letters WOICName **SPEIDEL-FISHER BROADCASTING CORPORATION**

Columbia, South Carolina

| File No. | Dated   | Application for   | Action          |                   |
|----------|---------|---|-----------------|-------------------|
|          |         |   | Nature          | Date              |
| BTC-2870 | 8-4-58  | Voluntary acquisition of positive control of licensee corporation by Joe Speidel, III thru purchase of stock from Albert T. Fisher, Jr. (50%)<br><br>D.F. Prince, Atty. | GRANTED<br>EFF: | 8-15-58<br>9-3-58 |
| Rec'd.   | 8-8-58  |   |                 |                   |
| Filed    | 8-8-58  |   |                 |                   |
| BML-1799 | 1-12-59 | Modification of license to change name of licensee to Speidel Broadcasting Corporation.<br><br>D. F. Prince, Atty.  | GRANTED         | 2-2-59            |
| Rec'd    | 1-14-59 |   |                 |                   |
| Filed    | 1-14-59 |   |                 |                   |
| BR-2970  | 8-2-60  | Renewal of license<br>Atty: D. F. Prince  | GRANTED         | 12-7-60           |
| Rec'd    | 8-18-60 |   |                 |                   |
| Filed    | 8-18-60 |   |                 |                   |
| BAL-4347 | 9-20-61 | Voluntary assignment of license to WMSC Radio Corporation.<br>(CONTINGENT ON GRANT OF BAL-4348, WOIC & BAL-4346, WMSC)<br><br>D. F. Prince & Ray R. Paul, Attys.        | GRANTED<br>EFF: | 2-6-62<br>2-26-62 |
| Rec'd    | 9-26-61 |   |                 |                   |
| Filed    | 9-26-61 |   |                 |                   |



AUG. 1955 BELK BROADCASTING CO. OF COLUMBIA, INC.

MIDLANDS RADIO CORPORATION

x WMSC RADIO CORPORATION

Name X SPEIDEL BROADCASTING CORPORATION

COLUMBIA, SOUTH CAROLINA

Call  
LettersWQXL  
x WOIC

| File No.                   | Dated                           | Application for  | Action          |                     |
|----------------------------|---------------------------------|--|-----------------|---------------------|
|                            |                                 |  | Nature          | Date                |
| BAL-4348<br>Rec'd<br>Filed | 9-11-61<br>9-26-61<br>9-26-61   | Voluntary assignment of license to<br>Midlands Radio Corporation.<br>(CONTINGENT ON GRANT OF BAL-4347, WOIC &<br>BAL-4346, WMSC)<br><br>D. F. Prince & Ray R. Paul, Attys. | GRANTED<br>EFF: | 2-6-62<br>2-26-62   |
| BRC-2006<br>Rec'd<br>Filed | 10-23-61<br>10-27-61<br>2-26-62 | Mod. of lic. to change studio location to<br>1208 Sumter Street, Columbia, South Carolina,<br>and operate transmitter by remote control from<br>studio location.           | GRANTED         | 2-26-62             |
| BAL-4834<br>R & F          | 6-10-63<br>6-14-63              | Voluntary assignment of license to BELK BROAD-<br>CASTING CO. OF COLUMBIA, INC.<br><br>Atty. - Cohn & Marks (Stanley Cohen)  | GRANTED<br>Eff: | 11-21-63<br>12-1-63 |



## APPLICATION RECORD - BROADCASTING

AUG. 1955

Call  
Letters **W Q X L**

Name **BELK BROADCASTING CO. OF COLUMBIA, INC.**  
**\* MIDLANDS RADIO CORPORATION**  
**COLUMBIA, SOUTH CAROLINA**

| File No. | Dated    | Application for   | Action       |         |
|----------|----------|---|--------------|---------|
|          |          |   | Nature       | Date    |
| BR-2970  | 9-19-63  | Renewal of license---12-1-63  | GRANTED      | 1-9-64  |
| Rec'd    | 9-23-63  |   |              |         |
| Filed    | 9-23-63  |   |              |         |
| Amended  | 12-13-63 | To Change Name to Belk Broadcasting Co. of  |              |         |
| Rec'd    | 12-13-63 | Columbia, Inc.  |              |         |
| BR-2970  | 8-31-66  | Renewal of license  | GRANTED      | 3-21-67 |
| R&F      | 9-2-66   | Attys - Cohn & Marks  |              |         |
| BAL-3071 | 5-22-67  | Voluntary assignment of license to STATESVILLE  | GRANTED      | 8-4-67  |
| R & F    | 5-24-67  | BROADCASTING COMPANY, INC.  | Eff: 8-14-67 |         |
|          |          | Atty for assignor - Marcus Cohn(Stanley Cohen)<br>for assignee - <u>Mallyck</u> & Bernton |              |         |



#9

FORM BC-121

Aug. 1955

## APPLICATION RECORD - BROADCASTING

Call  
Letters

W Q X L

Name STATESVILLE BROADCASTING COMPANY, INC.  
Columbia, South Carolina

| File No.   | Dated   | Application for  | Action  |                    |
|--|---|--|---------|--------------------|
|  |   |  | Nature  | Date               |
| BR-2970<br>R & F<br>#539632\$75.<br>P.N. filed<br>PRESS SEP        | 8-18-69<br>9-2-69<br>9-2-69<br>8-28-69<br>17 1969 | Renewal of license<br>Atty-Mallyck & Bernton<br>AMENDED 10-1-69 re: Engineer signature & data<br>AMENDED 11-18-69 re: commercial matter,<br>balance sheet & business interests   | GRANTED | 8-19-70            |
| BP-19,219<br>Rec'd<br>Filed<br>\$50-039755<br>AC-060<br>PRESS: MAY | 2-4-72<br>2-8-72<br>2-8-72<br>2-8-72<br>25 1972   | Construction permit to make changes in the<br>antenna system.<br>Atty. Mallyck & Bernton   | GRANTED | 7-14-72            |
| BR-2970<br>R & F<br>PN Recd.<br>PRESS                              | 9-1-72<br>9-5-72<br>"<br>SEP 13 1972              | RENEWAL OF LICENSE<br>AMENDED 10-6-72 re: equal empl.; programming<br>PETITION TO DENY filed 11-1-72 by The National Organization for Women<br>PETITION TO DENY filed 12-5-72 by Mallyck & Bernton, Counsel for<br>Statesville Broadcasting Company, Inc. (Petition over)<br>AMENDED 12-7-72 re: programming | GRANTED | 8-26-74<br>BZ-8619 |



Re: BR-2970-Section II, Para. 5, date of Frequency checks,  
8-14-69, date of Section II, 8-13-69-called atty 9-15-69  
for amendment. Also Sect. II, para. 11 not ans.

AMENDED 12-4-72 re: Section VI

WITHDRAWAL OF PETITION TO DENY filed 6-5-74 by  
Carrington Salley, Attorney for Petitioners



Form BC-121  
September 1969

## APPLICATION RECORD - BROADCASTING

Call  
Letters W Q X L

METRO COMMUNICATIONS, INCORPORATED  
 Name XSTATESVILLE BROADCASTING COMPANY, INC.  
Columbia, South Carolina

| File No.  | Dated  | Application for   | Action   |                     |
|---|--|---|--|---------------------|
|   |  |   | Nature   | Date                |
| BAL-8079<br>R & F<br>FEE PD: \$1000 #271195<br>CODE 047 | 1-14-74<br>1-21-74<br>1874                   | Voluntary assignment of license to<br>METRO COMMUNICATIONS, INCORPORATED<br><br>Atty - Mallyck & Bernton  | GRANTED<br>GRANT FEE: \$6,829.00<br>EFF:<br>PD 048 9-11-74 | 8-26-74<br>W 343207 |
| Pub. notice   | filed 2-11-74                                | AMENDED 4-11-74 - re purchase agreement;<br>Supplemental prog. data (re survey)<br>AMENDED 6-28-74 - financial data (assignee)<br>7-29-74 - revised financial plan & re programming |  |                     |
| BZ-8619<br>R & F<br>DM<br>PRESS                         | 6-18-74<br>6-25-74<br>7-30-74<br>AUG 26 1974 | Direct Measurement  | GRANTED<br>issued with renewal                             | 8-26-74             |
| BR-2970<br>R & F<br>PN Recd.<br>PRESS                   | 7-29-75<br>7-30-75<br>"<br>AUG 19 1975       | RENEWAL OF LICENSE<br><br>AMENDED 11-10-75 re: Balance Sheet, & commercial<br>matter  | GRANTED  | 4-29-77             |



291.50 refunded to Stateville B/c  
Can't locate correct file. Also ~~initial~~  
initialed confidential file. TEA 5/2/50



Call  
Letters WQXL

File No.

Dated

Application for

### Action

## Nature

Date \_\_\_\_\_

BR780727UI  
PRESS

## RENEWAL OF LICENSE

SEP 15 1978

**GRANTED**

4-16-79



## About the History Cards ...

History Cards were first used by the Department of Commerce to keep track of applications filed by, and changes to, the earliest AM broadcast stations in the early 1920s. The records were subsequently transferred to the Federal Radio Commission in 1927, and after that to the Federal Communications Commission when that agency was created in 1934. These cards gradually grew into a large card file. History Cards remained in use until the creation of the first computerized database in 1980 to track broadcast applications, the Broadcast Application Processing System (BAPS). However, the Commission did not transfer the data from the History Cards to the new system. Instead, it retained the History Cards in their original form – 3" by 5" filing cards – for reference.

In 1999, the Commission moved to a new location (445 12<sup>th</sup> Street SW), and also at that time created the successor database to BAPS, the Consolidated DataBase System (CDBS). The History Cards were transferred to microfiche by a contractor (only a few sets of microfiche exist), and the original paper cards were destroyed. The History Cards were stored on the microfiche as negative images, like those you see above. Generally, they have been left as negatives as those are often easier to read.

History Cards contain very brief entries and notes about station facilities, applications, and ownership. They are not, and never were intended to be, a comprehensive record of a station's operations. Nevertheless, they can be useful to help determine, for example, when a station first went on the air and its call letters at that time. History Card comments were generally typed onto the cards, and thus some records will show more faintly or with more smudging than others, depending on the quality of typewriter and ribbon then used. Occasional handwritten comments, corrections, and strikeouts may also be found. Cards may be incomplete, missing, or occasionally out of sequence.

The History Cards are presented here as they were copied to microfiche, to preserve this record for public use, and with the hope that they will be of value to future researchers of radio station history.

